

Basketball Coaches and the American Cancer Society Extend “Coaches vs. Cancer” Partnership

Coaches vs. Cancer program has raised over \$167 million since 1993.

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The National Association of Basketball Coaches and the American Cancer Society have extended a partnership to continue the two organizations’ widely celebrated collaboration on the Coaches vs. Cancer program.

Coaches vs. Cancer is a nationwide initiative between the NABC and the American Cancer Society that leverages the leadership of basketball coaches to advance the American Cancer Society’s mission to end cancer as we know it, for everyone.

Since its launch in 1993 by longtime Missouri coach and cancer survivor Norm Stewart, Coaches vs. Cancer has raised more than \$167 million to advance cancer research, provide patient support, and advocate for those affected by the disease. Each year, coaches across all levels of basketball engage with Coaches vs. Cancer by hosting fundraising events, visiting patients and their families at American Cancer Society Hope Lodge facilities, and increasing awareness during the signature Suits And Sneakers Week, among many other efforts.

“Basketball coaches have an influential platform, and there’s no more impactful way to use that platform than by advancing the life-saving work of Coaches vs. Cancer,” said NABC Executive Director Craig Robinson. “The NABC is grateful for our 30-plus years of partnership with the American Cancer Society, and we are eager to continue uniting our sport behind this common cause for many more years to come.”

“Working with the NABC to unite coaches and fans in supporting our work plays an important role in helping us provide the support people with cancer need,” said Dr. Arif Kamal, chief patient officer for the American Cancer Society. “Along with providing funding to support the lodging and transportation people need during cancer treatment, the partnership broadens our reach in encouraging more fans to get screened to catch cancer early when it may be easier to treat.”

This season’s Coaches vs. Cancer Suits and Sneakers Week is set for Jan. 27-Feb. 2, 2025. More information on the Coaches vs. Cancer program can be found at coaches.cancer.org and

nabc.com/cvc.

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